

SHABBAT SHALOM WEEKLY EMAIL: STYLE GUIDELINES

Revised January 1, 2024

GENERAL INFORMATION

Shabbat Shalom acts as a supplement to the monthly *Bulletin* and is published on Thursday afternoon or Friday morning every week. The purpose is to inform the Temple Beth El community of upcoming events, focusing on the events of the upcoming weekend (Shabbat and Sunday) and the coming week. With this in mind, we may elect to hold your submission if it is received too far in advance, but rest assured it will be published at the appropriate time. Special announcements such as regular opportunities, groups you can join, etc. will be included only in the last Shabbat Shalom of each month to save space (and reading time for those who only have time to skim). We seek to avoid repetition and we welcome your suggestions. Events and announcements published in *Shabbat Shalom* should be of interest to the Jewish community of Tacoma. Other events and announcements will be published only on a space available basis at the discretion of the editor.

DEADLINES

The deadline is every Wednesday at noon, and submissions may be sent directly to the editor. Regular contributors (and those who request to be placed on the distribution list) will receive a reminder at least two days in advance of the deadline.

Submissions should be sent to frontdesk@tбетacoma.org with "Shabbat Shalom" as the subject.

Because of the tight weekly timeframe, any submissions received after the deadline will be held for the following week's issue at the discretion of the editor. The editor and TBE office staff may occasionally adjust the deadline because of office closures or vacations. Also because of the tight timeframe, if a submission does not follow the guidelines below and/or requires a great deal of editing, it may possibly be omitted from the current issue and held until the following week.

SECTIONS

- What's Happening at TBE
- Upcoming Events
- Opportunities
- Information
- Tachlis (the bottom line)

Sample for the "Upcoming Events" section:

TEMPLE HIKERS MONTHLY HIKE

Saturday, September 20, 8:00 a.m.

Join us for a seven-mile round-trip hike to Snow Lake near Snoqualmie Pass. We should return to temple by 5:00 p.m. For more information or to RSVP, contact David Wheeler at (253) 564-1234 or templehikers@comcast.net.

Sample for the "Opportunities" section:

CAMP ATID NEEDS MEDICAL PERSONNEL

Camp Atid is looking for doctors and nurses to spend a week or two at camp this summer. Camp runs from August 14 through August 27. Come be a part of something special this summer as only a Jewish camp can be. If you are interested, please contact Anna Reichstein, director of Camp Atid at areichstein@urj.org or by calling at (206) 443-1234.

Format

- The announcement is written in block paragraph form. The paragraph is not indented. The information is left-aligned.
- The title of event/activity comes first and is in all caps. On the next line is the day of the week, the date, and the time. That is followed by a brief description of the event.
- End your piece with "for more information, contact..." or something similar. Please include the contact person's name, phone number, and email address if available.

Style

- Times should be written out fully and are always followed by a.m. or p.m. (with periods, in lower case) and there is a space between the time and the a.m. or p.m. For example: 6:00 p.m.
- Dates are never followed by an ordinal (i.e., "th" or "st"). For example, it would be June 21 not June 21st.
- Do not abbreviate dates—use September instead of Sept. and Monday instead of Mon.
- Phone numbers always include area code in parenthesis, then a space, like this: (253) 564-7101.
- Text in your event description should not include anything in all caps.
- Use exclamation points sparingly in your piece, and never more than one at the end of a sentence.
- Do not capitalize the first letter of anything that is not a proper noun. For example, "Hunger Walk" is a proper noun; "5th grade" and "family potluck" are not.

Additional information:

- Be brief. Most people are reading the weekly email on their phones. Please write for the "skimmers." If you have a lot of information that you want to share with congregants, please ask the editor to put the more detailed information on the temple website, with just a link or a brief summary in the weekly email. We do not send attachments with the weekly email, but (with enough notice) we can put information on the website.
- If it is not obvious when your piece needs to start running and stop running, please let the editor know by stating specific "start" and "kill" dates. If there is a date different from the date of your event that you want highlighted (for example, a cut-off date to RSVP for an event), please let the editor know.
- Please read your piece carefully before you submit it. Make sure the dates are correct. Make sure there is a way for people to get more information. **You** are responsible for ensuring that all information submitted is accurate.
- The Union for Reform Judaism's "Transliteration Guidelines and Master Word List" will be used to determine the spelling and format of the Hebrew transliterations published in *Shabbat Shalom*. This document may be found on our website here: <https://drive.google.com/open?id=1iAfrl7Jh9wfbS4MtJQYuuMKqbYy-ee9>
- Our "Shabbat Shalom week" is Friday through Thursday. For example, for the Friday, September 23 issue, don't submit something on Wednesday, September 21 that happens on September 21 or 22. Event dates should be Friday, September 23 or later.
- Try to submit information about your event as close to the actual event as possible. Think strategically about the marketing for your event. If you publish your announcement too far in advance, readers may begin to ignore it. If it is already listed in the monthly *Bulletin*, it will only be listed in the *Shabbat Shalom* within one week of the event unless it is the last *Shabbat Shalom* of the current month.

- Events occurring within a regular Shabbat service (for example, a baby naming, conversion, engagement blessing, or speech by a congregant or congregant's relative) will typically be announced only the week of the event. The event will usually appear within the regular service announcement in the "What's Happening at TBE" section.
- Please do not expect that the editor will automatically publish your event or announcement in *Shabbat Shalom*, even if it has already been submitted for the monthly temple Bulletin. You are responsible for making sure that the *Shabbat Shalom* editor has your announcement, and that it is complete and correct.
- Although each issue of *Shabbat Shalom* is proofread carefully, mistakes, typos, and omissions are occasionally made. Please do not take it personally. Items are published in an objective manner following the guidelines stated in this document.
- For regular contributors, if you make changes in your piece from one week to the next, cut and paste the old version of your piece directly from the *Shabbat Shalom* into an email to the editor, then make your changes. That way you retain most of the formatting and the edits that have already been made.

For questions or more information, contact Olivia Goodwin, at olivia@tbetacoma.org, or Lana Prager at frontdesk@tbetacoma.org or (253) 564-7101.